



APRIL 8, 2021 | meetsafe.travel

Every April, Global Meetings Industry Day (GMID) brings the industry together to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities.

April 2020 brought a new challenge as COVID-19 was widespread and brought the industry to a standstill. You all came together like never before to donate PPE, turn your event space into testing or care sites, collect food and essential supplies and so much more. Our online GMID event submission form quickly became a place to spotlight the incredible generosity and heart of this industry. We then celebrated with over 10,000 virtually through MPI's 12-hour GMID event broadcast.

We look forward to coming together this year on **April 8, 2021** in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media. Showcasing our industry's value has never been more important – particularly at the state and local levels.

The theme for GMID 2021 is **Meet Safe**. As you all know as industry professionals, planning and hosting business meetings, trade shows, incentive travel, exhibitions, conferences and conventions with health and safety top-of-mind is essential to the industry's recovery. GMID 2021 will spotlight for local businesses, lawmakers and the media the precautions you all are taking to keep everyone safe and ensure productivity as well as the incredible value this industry has for nationwide economic recovery.

The Meet Safe theme is complemented by the launch of meetsafe.travel – a platform created in partnership with [Simpleview](https://simpleview.com) to showcase the many safe meetings and events taking place. We encourage all GMID event hosts to submit their in-person, hybrid or virtual celebration plans to the site with **“GMID” in the title**.

Click [here](#) to check out our best practices for GMID event submissions.

Anticipating that protocols for hosting safe in-person events may continue to shift and vary by location, we urge all GMID event hosts to continue basing their planning decisions on information from local public health authorities, continuing to embrace hybrid and virtual events as mandated. Industry professionals based in the U.S. should also refer to MMBC's online [Reopening Tracker](#) – updated regularly with the latest state-by-state requirements.

We have created a few resources to help you plan your GMID event:

- [sample press release](#)
- [social media guide](#)
- [talking points](#)
- [template proclamation](#)

Contact info@meetingsmeanbusiness.com with any questions. We look forward to celebrating together as we spotlight our incredible industry!



**MEETINGS
MEAN
BUSINESS**



APRIL 8, 2021 | meetsafe.travel

FOR IMMEDIATE RELEASE
April 8, 2021

Contact: **[Media Contact]**
[Phone Number]
[Email]

[ORGANIZATION] TO PARTICIPATE IN GLOBAL MEETINGS INDUSTRY DAY

[City] – Today, **[Organization]** joins organizations across the globe to support the annual Global Meetings Industry Day (GMID). GMID, led by the industry advocacy coalition Meetings Mean Business (MMB), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy. This year's GMID theme is Meet Safe, recognizing the industry's top priority of operating meetings and events with health and safety top-of-mind.

The current landscape for meetings and events is one of the most challenging in our history. Even so, industry professionals rise to the occasion time and time again – from GMID 2020, where event planners in all regions swiftly pivoted their plans to virtual; to today, where businesses and destinations are holding safe in-person events and embracing the hybrid-model as necessary.

Today, we come together in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media. Showcasing our industry's value has never been more important – particularly in **[City/Country]**.

“The participation of organizations such as **[Organization]** is critical to GMID's success,” says Fred Dixon, president and CEO of NYC & Company and co-chair of MMB. “It reveals the true power of our industry, our emphasis on convening with health and safety top-of-mind and projections for a strong recovery impacting businesses and local economies around the world.”

[Details on Organization's GMID participation]

[Quote from Organization's leader]

GMID was created in 2016 to raise the profile of the meetings and events industry. Last year brought a new challenge with the international impact of COVID-19 that brought the industry to a standstill. We did, however, convene with meeting professional organizations, association chapters, corporations, destinations, elected officials and business leaders through MPI's 12-hour GMID event broadcast. And this year we will celebrate safe in-person, hybrid and virtual meetings alike from California to Luska, Zambia and everywhere in between.

“Since its inception, GMID has galvanized partners globally and empowered advocates to communicate our industry's ability to support businesses and local communities,” said Michael Massari, chief sales officer at Caesars Entertainment, Inc. and co-chair of MMB. “This year's GMID is a testament to the incredibly resilient meetings and events professionals and our dedication to securing much-needed relief and recovery for the industry.”



**MEETINGS
MEAN
BUSINESS**

**GLOBAL
MEETINGS
INDUSTRY DAY**

APRIL 8, 2021 | meetsafe.travel

Participate in the digital conversations by following [@MeetingsMeanBiz](https://twitter.com/MeetingsMeanBiz) on Twitter, using #GMID21 and watching the live-stream of events provided [here](#) by MPI.

###

About [Organization]
[Boiler Plate Language]

About Meetings Mean Business

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit www.MeetingsMeanBusiness.com.



APRIL 8, 2021 | meetsafe.travel

GMID Social Media

Help spread the word about GMID to your network using the promotional content below.

Sample Social Media Content

- We're going global again! Mark your calendars for Global Meetings Industry Day: 4/8/21 [link to your organizations press release] #GMID21
- This year we will celebrate #GMID21 on April 8, 2021 with the theme Meet Safe. Learn more: <https://www.meetsafe.travel>
- Our international day of #advocacy is back in action! We can't wait to participate in #GMID21
- This year we will celebrate #GMID on April 8, 2021 with the theme Meet Safe, applauding the industry for their dedication to keeping meetings and events operating with health and safety as the main priority. Learn more: <https://www.meetsafe.travel>
- #SaveTheDate and get excited: Global Meetings Industry Day is April 8, 2021 [link to your organizations press release]
- Join us April 8, 2021 to celebrate #GMID21! This year we applaud this resilient industry for their dedication to operating meetings and events with health and safety as the number one priority with the theme Meet Safe. Learn more: [link to your organizations press release]
- #GMID21 will spotlight the impact #meetings & #events have all over the world: [link to your organizations press release]
- We look forward to honoring the resilient meetings industry on April 8, 2021 during #GMID21. This year, we will celebrate with the theme Meet Safe, recognizing the number one priority of all meeting and event hosts, vendors and attendees - health and safety. Join us: <https://www.meetsafe.travel>
- #Meetings and #events advocacy #spotlight: #GMID21 will sweep the globe on 4/8/21 @MeetingsMeanBiz #MMBusiness
- Leaders from across #meetings industry will come together to support Global Meetings Industry Day on 4/8/21: [link to your organizations press release]
- Get ready for Global Meetings Industry Day! Follow @MeetingsMeanBiz for more info on #GMID21



APRIL 8, 2021 | meetsafe.travel

Global Meetings Industry Day

- Leaders from across the meetings and events industry are coming together to support Global Meetings Industry Day (GMID) on April 8, 2021.
- The meetings, conferences, conventions, incentive travel, trade shows and exhibitions industries will unite to showcase the real impact meetings and events have on businesses, economies and communities.

One Industry, One Voice

- The current landscape for meetings and events is one of the most challenging in our history. Even so, industry professionals rise to the occasion time and time again – from GMID 2020, where event planners in all regions swiftly pivoted to virtual; to today, where business and destinations are holding safe in-person events and embracing the hybrid model as necessary.
- Today we come together in all settings, stronger and more united than ever, to demonstrate the unwavering value of our industry with leaders in business, government and the media.

Meet Safe

- This year's GMID theme is Meet Safe, recognizing the industry's top priority of operating meetings and events with health and safety top-of-mind.
- Meeting and event industry professionals know that planning and hosting meetings and events with health and safety top-of-mind is essential to the industry's recovery. GMID 2021 will spotlight for local businesses, lawmakers and the media the precautions the industry is taking to keep everyone safe and ensure productivity as well as the incredible value this industry has for global economic recovery.
- Anticipating that protocols for hosting safe in-person events continue to shift and vary by location, we have urged all GMID event hosts to continue basing their hosting decisions on information from local public health authorities, continuing to embrace hybrid and virtual events as mandated.

Stay Informed

- GMID participants should:
 - Visit our website and learn more about GMID events across the globe at meetsafe.travel.
 - Follow and take part in MMB's conversations surrounding GMID online at @MeetingsMeanBiz on Twitter and by using the hashtag #GMID21.



APRIL 8, 2021 | meetsafe.travel

Proclamation

WHEREAS, Global Meetings Industry Day (GMID) is the annual global advocacy day shedding light on the value of the meetings to people, business and communities; and

WHEREAS, The meetings industry as a whole has a real impact on the economy, local businesses and residents in [INSERT CITY HERE]; and

WHEREAS, Specifically, [INSERT RELEVANT DATA POINTS RELEVANT TO THE PARTICULAR CITY OR STATE OR COUNTRY].

WHEREAS, Internationally, the meetings industry creates hundreds of thousands of jobs, generates billions of dollars of revenue and supports communities around the world; and

WHEREAS, Hosting an event, convention or tradeshow stimulates this region's economy by bringing in new visitors who stay in our hotels, eat in our restaurants, shop in neighborhood stores and bring new revenue; and

WHEREAS, GMID 2021 is a time for [INSERT CITY HERE] to reflect on the importance of the meetings industry and what it has provided for the community, as well as spotlight the need for industry relief from the COVID-19 pandemic; and

WHEREAS, [INSERT CITY HERE] will [INSERT GESTURE OF SUPPORT I.E. HOSTING OR ATTENDING AN IN-PERSON OR VIRTUAL EVENT].

Now, therefore, I do hereby proclaim that the city of [INSERT CITY HERE] supports the meetings industry's presence in our city and its service to our community.

I urge all those living in [INSERT CITY HERE] to take a moment to reflect on the impact that this industry brings to our communities, businesses and local economy.



APRIL 8, 2021 | meetsafe.travel

In witness thereof, I hereunto set my hand as the official representative of [INSERT CITY HERE], [INSERT STATE HERE] this the [INSERT DAY HERE] day of [INSERT MONTH HERE] 2021.

[INSERT NAME], [INSERT TITLE]